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TO: Clark Murray
FROM: Yvette Rodriguez
SUBJECT: Virginia Slims Book of Days -- Final Report

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The following summarizes findings from research conducted on the 1994 Virginia Slims Book of Days (BOD). The objective of this study was to gauge consumers' reactions to the offer -- specifically, to explore consumers' likes/dislikes, opinion on the overall functionality of the date book and reactions to the coupons offered. The sample for this study was taken from the Philip Morris database -- all respondents contacted were recipients of the 1994 Virginia Slims Book of Days mailing. Detailed findings and charts are attached.

Methodology

A total of 502 smokers who ordered the Virginia Slims Book of Days were contacted by telephone and administered a screener questionnaire. The purpose of the screener was to qualify respondents who have received the 1994 Virginia Slims Book of Days as well as to determine: 1) the percentage who claim to use the calendar 2) whether they are repeat recipients of the date book and 3) to gauge whether the BOD met their expectations.

Fifty-one in-depth telephone interviews were completed among claimed users of the Book of Days. Specifically, these smokers were asked their opinions of specific components of the date book: overall likes/dislikes, coupon usage, use of specific sections and likelihood of re-ordering.

Summary

Overall, reactions to the 1994 Virginia Slims Book of Days were extremely positive. Almost all (90%) the recipients contacted for this study (502 screened) claim to use it. The regular users of the BOD (51) were very satisfied with the offer as is. Reactions to the construction, layout and binding of the book were highly favorable. The majority of BOD users were very appreciative of the coupons and many were impressed with the variety offered. However, a few of the coupons were considered impractical and not likely to be used.

The size, soft cover and spiral binding of the 1994 BOD was liked by most of the women. The color was also found to be appealing -- perceived as bright, cheerful and useful because the bright yellow makes it easy to find. The coupons were considered fitting for the offer and the brand. In terms of coupon use, the cigarette coupons generated the most interest in past/intended use. Coupons for more practical/low cost products (i.e., razors, film, flowers, towel set, etc.) generated the most interest among the non-cigarette coupons offered. The only changes requested were to provide more space for notes and names/addresses.

Key Findings

- The majority (90%) of the 502 women contacted reported that they use their 1994 Virginia Slims' Book of Days date book. Two out of three of these women (502) have had previous experience with the BOD -- 66% said they have ordered previous editions. While all the women contacted were mailed the 1994 Virginia Slims Book of Days mailing

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only 41% claimed to have learned about the offer through the mailing, 30% reported learning about it from a carton insert and 20% through advertising.

- Younger adult women were more likely to say that they use the date book than their older counterparts (95% versus 88%). Prior exposure to the BOD was more evident among older women (69% versus 59%).
- Use of the date book indicates that its present format is highly functional -- approximately one out of three women interviewed said they use all five sections. Individually, the calendar (63%) is used most frequently followed by the address/telephone section (24%) and the personal information pages (20%).
- The BOD is most often used for keeping track of appointments, personal schedules, as a convenient calendar, and a diary/journal.

"I use it for many things; for appointments, both business and personal. Important phone numbers and addresses. I use it as a journal." (Virginia Slims smoker)

- Respondents were very satisfied with this year's BOD -- 96% were *very/somewhat* satisfied. Almost all the women said they *like* it with more than four out of five saying that they like it *very much*. Each element of the BOD contributes to the positive reactions -- the *likes* most frequently mentioned include: individual calendar pages, personal information section, its size, the coupons and its overall convenience.
- Consistent with the overall opinion of the BOD, reactions to the design were highly favorable -- 94% said they liked it with 86% saying they like it *very much*. Again, the book's convenient size, its spiral binding, color and layout all contributed to its appeal. Reactions to the individual elements of the date book were as follows:
- Coupons: Spontaneous reactions to the coupons offered were generally positive. However, while respondents were appreciative of the coupons and the variety offered, a few were considered impractical and not likely to be used.

"I thought they were good but there are a lot of them I wouldn't use. But if I use one out of 20 I benefit somehow. Anytime I can save a buck I'm happy." (Virginia Slims smoker)

Of the coupons offered, awareness and usage/intended use was highest for the Virginia Slims coupons -- 96% remembered seeing the Virginia Slims coupons, and 94% either have or plan to use them. Awareness and use of the other coupons was considerably lower -- fewer than one-half recalled the other coupons offered and use was less than 20%. Of the other coupons, the Wilkinson Sword Razors, 1-800 Flowers, free film from Seattle Filmworks, Days Inn and the Cannon 3 piece towel set generated the highest awareness (43%, 43%, 37%, 37% and 35%, respectively) and use/planned use (43%, 41%, 37%, 37% and 31%, respectively).

The majority (84%) of respondents thought the coupons fit with their image of Virginia Slims. The products for which the coupons were offered were perceived as high quality items appealing to today's woman. When asked what additional coupons they would like to see, most of the women mentioned coupons for health and beauty aids, household products, travel-related services and *more* cigarette coupons.

- Cover Construction: Ninety percent of the women interviewed like the BOD's construction -- its durability, spiral binding and soft cover all added to its appeal. When specifically asked which type of cover they would prefer approximately, more than one-half said they like the present soft cover. The primary reason for this

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preference was the flexibility of the cover-- making it easier to fit in your purse, etc. About one-third of the respondents said they would have preferred a hard cover.

- Cover Color: The cover's color was liked by eight out of ten users. Women liked the color because it is bright, cheerful and makes the BOD easy to find.
- Although the majority of respondents would not change anything about the date book, 41% indicated there were things they would like altered -- namely, the amount of space given for notes and names/addresses and a few mentioned they would like a "tougher cover."
- Virtually everyone interviewed (98%) considered the Virginia Slims' Book of Days to fit with their image of the brand. The date book conveys the feminine, modern and trendy image these smokers associate with Virginia Slims. Given these smokers prior experience with and their extremely positive reaction to the BOD, it not surprising that nearly all of them plan to order next year's date book. When asked the maximum number of UPC's they would be willing to save for the BOD, the largest percent said they would save up to 25 UPC's.

Attachments

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